

AUTOMOTIVE

Aston Martin debuts first ultra-luxury flagship on Park Avenue

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The brand is bringing bespoke enhancement service to the North American market, opening its doors at 450 Park Avenue. Image credit: Aston Martin

By LUXURY DAILY NEWS SERVICE

British automaker Aston Martin is opening a new retail location at the core of New York City's luxury scene.

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The brand is bringing bespoke enhancement service to the North American market, opening its doors at 450 Park Avenue. The by-appointment-only site merges Aston Martin's expert customer service strategy and exclusive product range, giving the [Q by Aston Martin](#) model a new market.

"The opening of our first flagship Q location, in our largest commercial market, is the latest distinct expression of Aston Martin's shift to an ultra-luxury brand," said Lawrence Stroll, executive chairman of Aston Martin, in a statement.

"It demonstrates our ambition to drive global growth and create elevated customer experiences to match our owners' passion for Aston Martin," Mr. Stroll said. "We recognize the growing trend of personalization across the luxury goods segment and see huge value in investing in our customer experience to create the best specification experiences available anywhere in the world.

"With a 92 percent increase in Q by Aston Martin take-up in the Americas last year, this is the perfect time and the perfect place for us to open our very first global flagship location."

Q New York

Ranging in inventory from special builds to limited-edition vehicles, Aston Martin's midtown Manhattan hub leads with personalization, among other perks.

At face value, guests are greeted with a grand "Champagne Frame" window display, created with one of the largest single panes of glass ever installed into a New York building, per statements from the company.

The interactive showroom currently exhibits the all-new DB12 in North America for the very first time. An Aston Martin Valkyrie AMR Pro hypercar slots in on the premise ([see story](#)).



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Complete with digital and physical visualization tools, a car configuration service center anchors 450 Park Avenue.

"Creating wondrous places, spaces and experiences are important design statements for us," said Marek Reichman, executive vice president and chief creative officer at Aston Martin, in a statement.

"And just as we belong in Formula One as British makers of ultra-luxury high-performance sports cars, Aston Martin belongs in New York City," Mr. Reichman said. "It's a place where dreams come true.

"We have created Q New York as a landmark across the Atlantic where our customers can collaborate with our designers to make their own lifelong Aston Martin dreams come true."

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